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CONSUMER TIME

R-25

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Produced by Consumers' Counsel Division of the Department of Agriculture,
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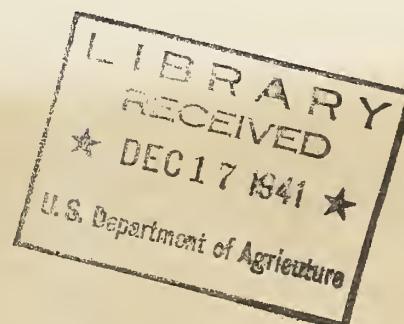
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1. ANNOUNCER: This is CONSUMER TIME.
2. WOMEN: Mrs. America Volunteers!
3. ANNOUNCER: Last Saturday America was at peace. Today we are at war. Americans face the future with courage and conviction, and with the strength that only free people can command.

All over the country men are buckling down with increasing vigor and determination to the job that lies ahead. This is no time for weakness . . . for illness . . . for lack of physical ability to carry on the important things that have to be done.

Our factories are operating longer hours. The men in the factories are working harder. Our farmers are growing more food. Our soldiers and sailors are facing tremendous hazards. Every man in America is tightening his belt . . . Every man is rolling up his sleeves and . . .

(Repeat broadcast
of 10/25/41)





4. WOMEN: Mrs. America Volunteers!

5. GOLDSTEIN: I am Mrs. Manny Goldstein. I live in big city, and I have big family . . seven, to be exact . . Rosie, Louis, Esther, Sylvia and David. My husband, Manny, works in a drug store, and I want to know what I can do to help my country.

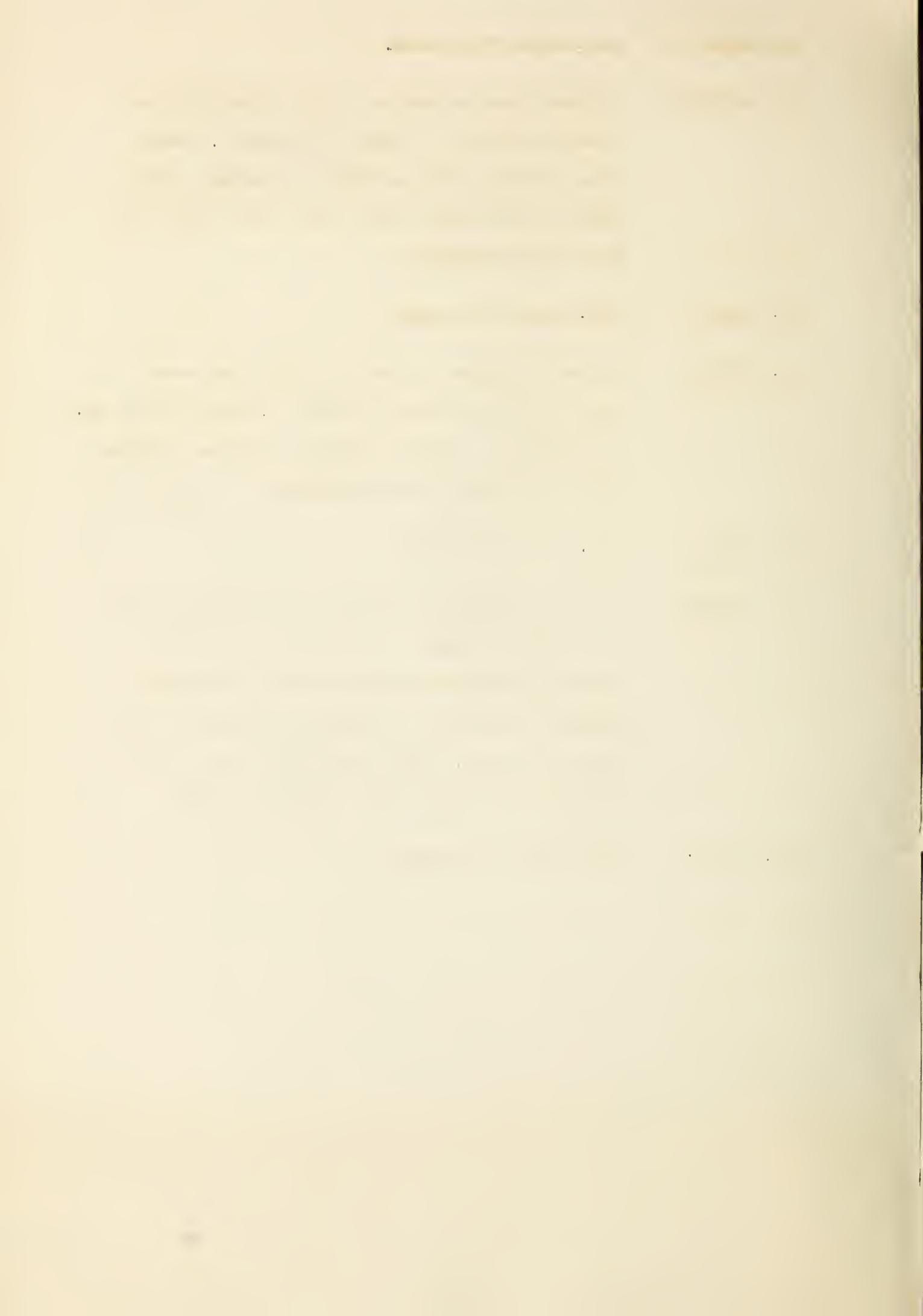
6. WOMEN: Mrs. America Volunteers!

7. HUNTER: My name is Hunter. I live in a pretty good sized town, and I have a family of five . . Dorothy, James, Jr., and Meredith. My husband, Jim is a dentist. What can I do to help make our country strong?

8. WOMEN: Mrs. America Volunteers!

9. PETERSON: I am Hilda Peterson. My home is in the Middle West, and I live on a farm. I have four sons and three daughters, Peter, Carl, Olaf, and Nils, and Anna, Christine and Karen. My mother and my husband, makes ten all together. That's lots to take care of, but what more can I do? I want to help my country.

10. WOMEN: Mrs. America Volunteers!



10a. COSTELLO: And my name is Mrs. Costello. I have a big family too. Three boys . . . Leon, Francisco, and Pedro. And three girls . . . Maria, Angelina, and Rosa. My husband, Leon, he runs a truck for a defense factory. And I want to help a lot to make my country strong. What can I do?

10b. WOMEN: Mrs. America Volunteers!

11. FREYMAN: Millions more of you want to help . . . want to know what you can do to make America strong. There are things you can do. Simple things that every woman from Maine to California can do ; . every day, from today right straight through every week. And it's right up your alley, Mrs. America . . Listen!

12. GUNNAR: Food wins wars!

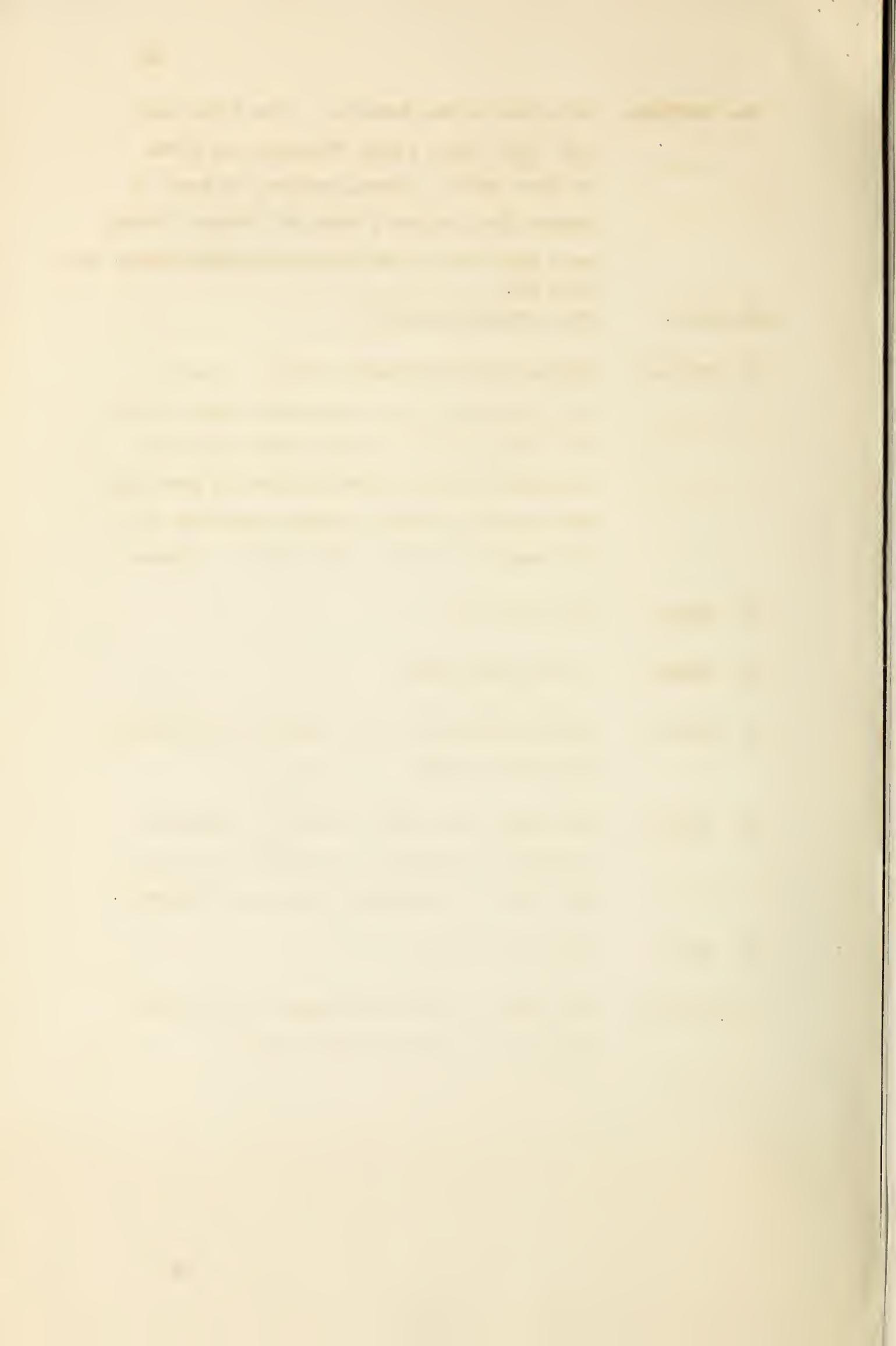
13. VERNON: And food makes peace!

14. FREYMAN: There's victory for nations where food is plentiful and meals are good.

15. GUNNAR: Food builds nerve, grit, and joy! . . . assurance, strength, and stamina! Mrs. America, you can help give these to your children, your men, yourselves.

16. WOMEN: How can we do that?

17. FREYMAN: By learning the facts about food; how to plan it, how to buy it, and how to prepare it.



18. WOMEN: Give us the facts.

19. GUNNAR: Mrs. America buys with care. Listen closely . . .

20. VERNON: Here are some things that you . . . every one of you . . . can do that will help you make your pennies and dollars do their full duty in bringing you your daily food. Some of these you may already know, but there may be some new ideas for you.

21. GUNNAR: All right, Mrs. Brown?

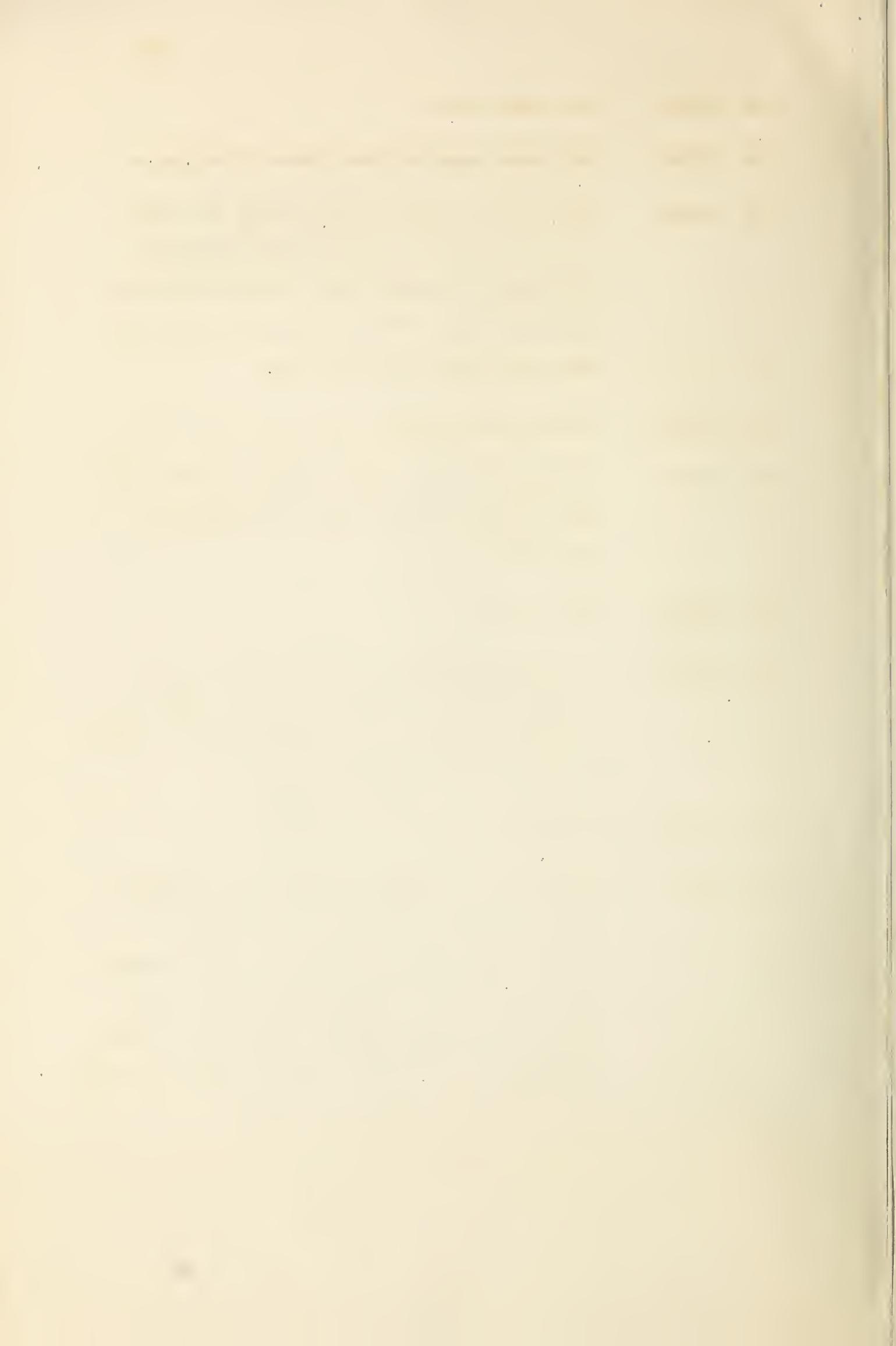
22. BROWN: I always plan before I buy. I figure out ahead what foods I'm going to need. That way my pennies go much farther.

23. VERNON: Mrs. Johnson?

24. JOHNSON: I always shop around, you know, to find out where the best buys are. Oftentimes I can save a lot in one week's shopping, just by finding out who is selling what I want at the best price.

25. GUNNAR: Mrs. Kelly?

26. KELLY: What I do is, I compare the prices of the different foods that have the same food value. Like canned stuff. I can save by knowing that a can of tomatoes, for instance, that has "U.S. Grade C" on the label, will give me the same amount of food value as one that says "Grade A" . . . and I save several cents on each can.



27. VERNON: Mrs. Bryan?

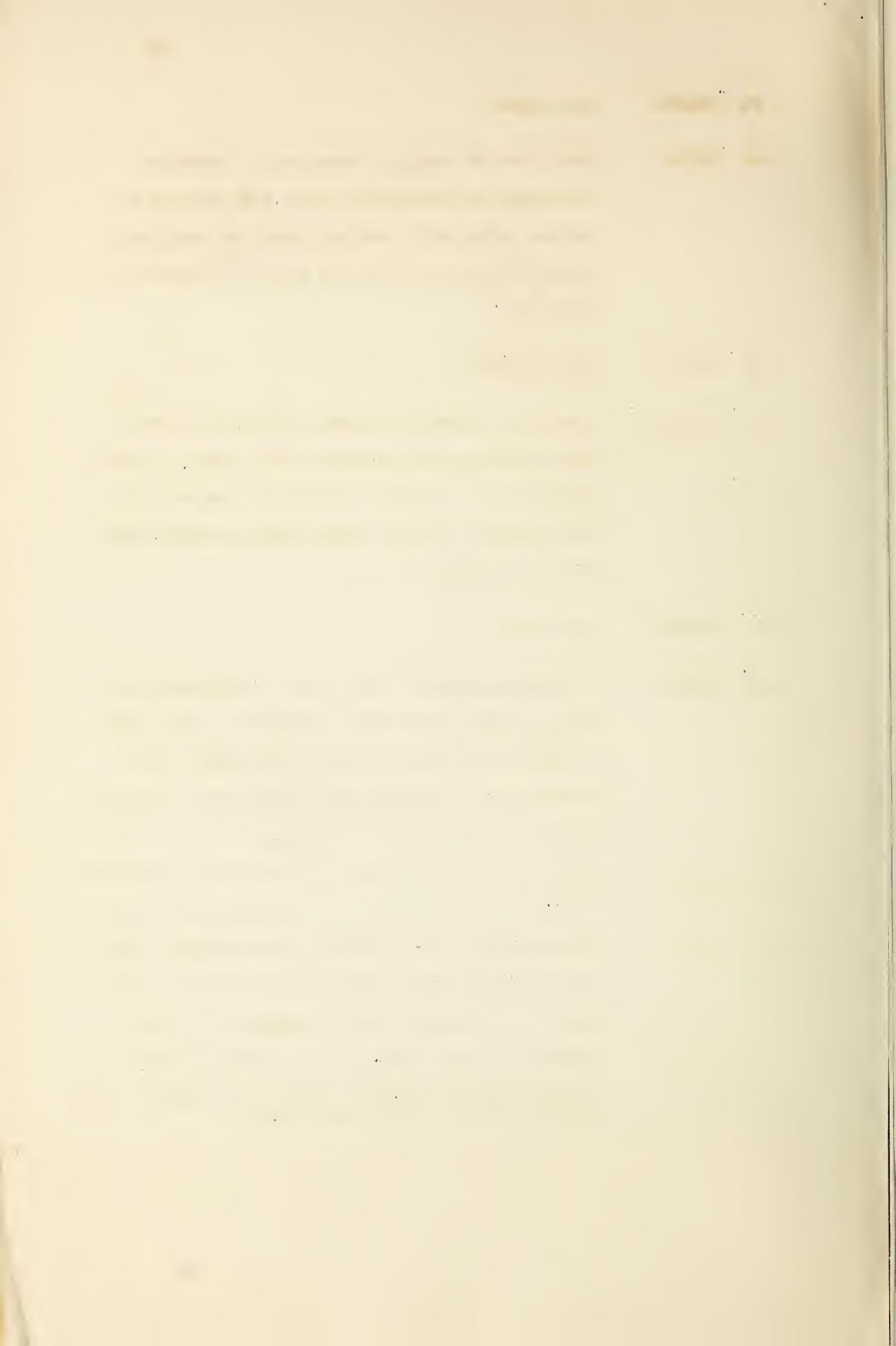
28. BRYAN: When I have the money, I always buy in quantities when things are cheaper that way. Lots of times you can save maybe only a part of a penny on each single thing, but when you add up all those half pennies, it mounts up.

29. GUNNAR: Mrs. Fairbank.

30. FAIRBANK: I have been learning all about labels, and I always read the labels very carefully before I buy. I don't just look at the weight, but I try to find out all I can from the label, so I know pretty much for sure what I'm getting.

31. VERNON: Mrs. Cohen?

32. COHEN: I look at labels, too, there's lots of difference in cans and packages even when they look the same. What now I do/is to figure out what each ounce costs. Then I compare them. The other day one small bottle of tomato catsup was selling for twelve cents. There were eight ounces in it, so that meant each ounce cost a penny and a half. A larger bottle of the same brand was on sale for twenty-one cents. That had twelve ounces. I got out my pencil and paper and found out that in the big bottle the catsup cost more than a penny and a half . . almost two cents an ounce. That wasn't any saving, so I got the little bottle. It sure pays to figure it out even if it takes a little extra time.



33. GUNNAR: Mrs. Taylor?

34. TAYLOR: I always buy by weight. I mean, I don't just ask for a dime's worth or dollar's worth. That way I know I'm getting what I'm paying for.

35. VERNON: Mrs. Franklin?

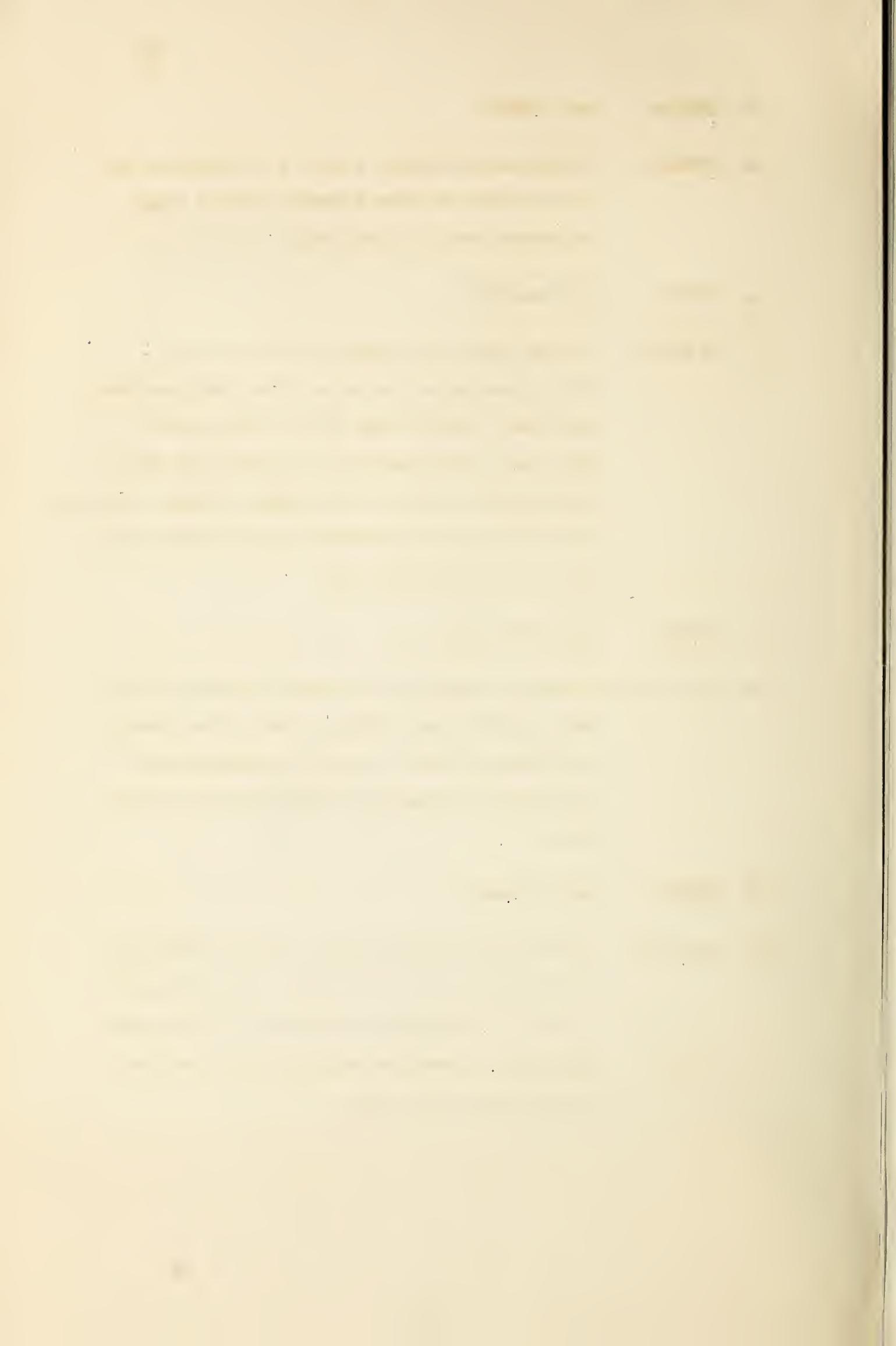
36. FRANKLIN: I buy by grade. Many things I can get that way . . . meat, canned goods, and so on. When I want something extra nice, I get the best grade . . like Grade A eggs. And I know I have to pay a little more, but I also know I'm getting the better grade product. And then, if I don't need the best grade, I get the lower grade, and I pay a lower price, too.

37. GUNNAR: Mrs. Fairweather?

38. FAIRWEATHER: One thing I always do is to watch the scales to make sure I get the amount I'm paying for. I had a couple of experiences once, and now, no matter how crowded the store is, I always take plenty of time and make sure.

39. VERNON: Mrs. Brainard?

40. BRAINARD: I watch for the seasons when the different foods are the cheapest, and buy those things then, as often as I can. Like more eggs in the spring, and things like that. Some seasons foods cost a lot more than they do other times in the year.



41. GUNNAR: Mrs. Carliner?

42. CARLINER: I always check the bill to see I get everything I pay for. And I do it before I leave the store. When I get a lot of things at one time, I want to be sure I have them all.

43. VERNON: Mrs. Stevens?

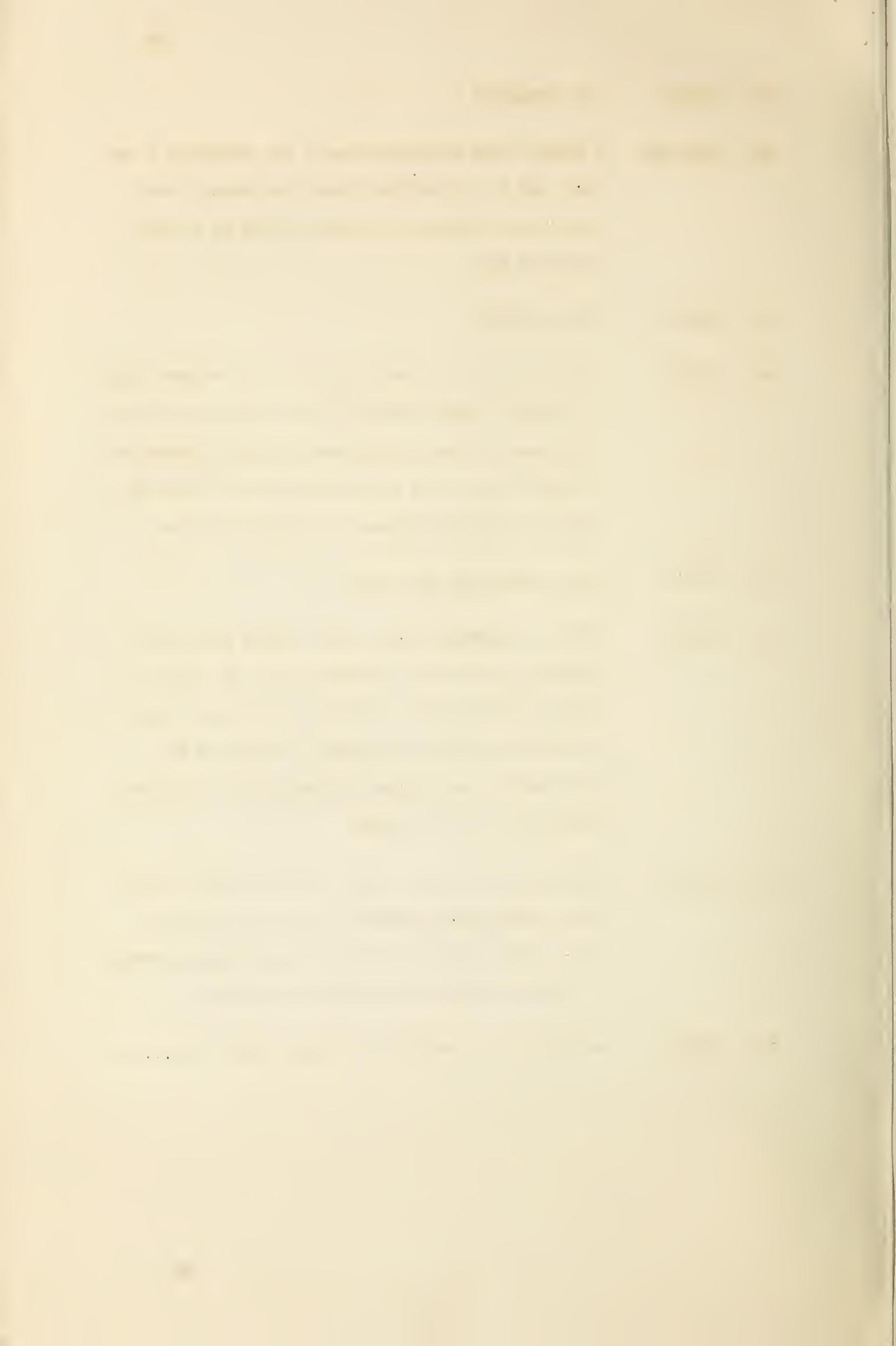
44. STEVENS: I try to keep up to date on all the experts know about the foods my family needs. I know a lot of women who never read anything at all about new food discoveries and what foods people need, and all, but I think my family is healthier because I do try to keep up.

45. GUNNAR: Mrs. America buys with care!

46. VERNON: That's the story of Mrs. America buying with care. Each one of those women mentioned only one thing . . . each one of those ideas won't save much money, but put them all together and you'd be surprised how much farther your dollars will go, and how much more food you'll be able to buy.

47. FREYMAN: If you want to help, . . . Mrs. Goldstein, Mrs. Hunter, Mrs. Peterson, Mrs. Costello, and all the rest of you . . . if you want to help make your families strong . . . those are some of the things to remember.

48. VERNON: But that's only part of the story. Listen again . . .



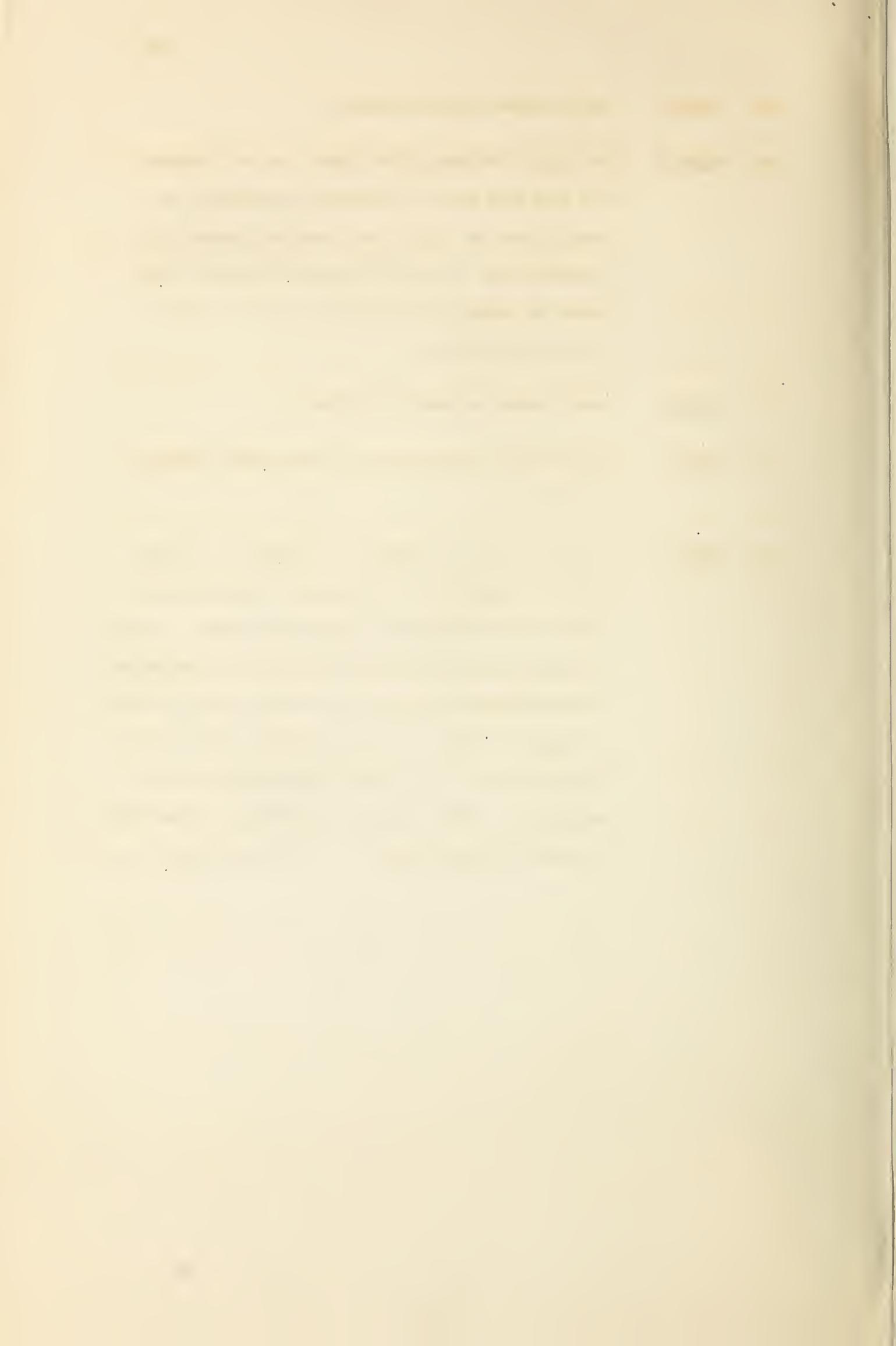
49. GUNNAR: Mrs. America plans with care!

50. FREYMAN: She makes her pennies work hard. And she prepares her food with care. No vitamins are going to go running down the sink in the water she cooked the vegetables in. No food is wasted that can be used. Foods are cooked in the way that will keep their greatest food value.

51. GUNNAR: Mrs. America prepares with care!

52. VERNON: Here, too, are things you can learn, Mrs. America. Listen!

53. FREYMAN: Not long ago I was calling on a friend . . . a young woman who doesn't have a very large family, but her husband isn't making very much money, either. She has to really keep on her toes to see that her youngsters and her husband get all the good things from the food she buys and cooks. We got to talking about how she managed so well on her very limited budget, and she pulled out a little memo pad, just full of notes she had made on various foods . . . and their food value . . .



54. MURPHY: Here's my page on eggs . . .

55. FREYMAN: "Use better grades . . when I can . . for boiling, frying and poaching.

"For economy, use lower grades for sauces and baked dishes.

56. MURPHY: And here's my page on milk . .

57. FREYMAN: "Fluid skim milk has all the food values of whole milk except those in the cream or butter.

"Unpasteurized milk should be boiled before drinking."

58. MURPHY: Here's another page . . on meat and fish, and poultry.

59. FREYMAN: "Lean parts of cheaper cuts and grades are as nutritious as the more expensive ones.

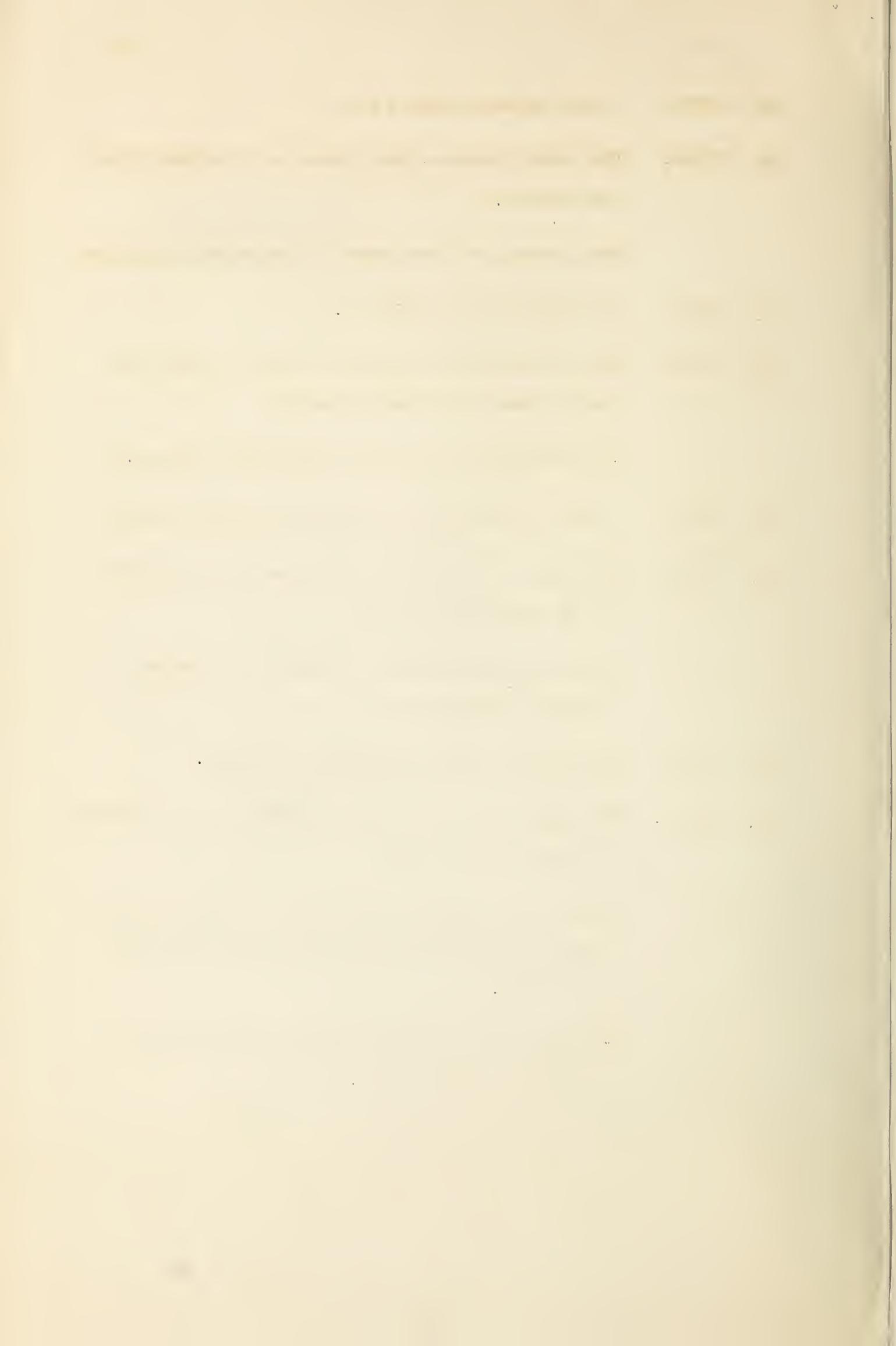
"Liver, kidneys and heart are higher in food values than some other meat cuts.

60. MURPHY: And here's my page on vegetables and fruits.

61. FREYMAN: "Put leafy vegetables, green and yellow-colored vegetables, at top of marketing list.

"Don't forget Vitamin-C rich fruits and vegetables, like oranges, grapefruit, tomatoes, raw cabbage and fresh raw turnips.

"Standard grades of canned fruits and vegetables are as nourishing as fancy grades."



62. MURPHY: Here's another page . . . on bread and cereals . .

63. FREYMAN: "Whole grain breads and cereals have more food values than the highly refined kinds.

"Home cooked cereals cost less than the ready-to-eat kind. Some of them are higher in food values."

64. GUNNAR: Mrs. America prepares her food with care.

65. FREYMAN: Are you keeping little notes like that? Are you, Mrs. Costello?

66. COSTELLO: No, that's a new idea for me.

67. FREYMAN: Are you, Mrs. Peterson?

68. PETERSON: Not like that.

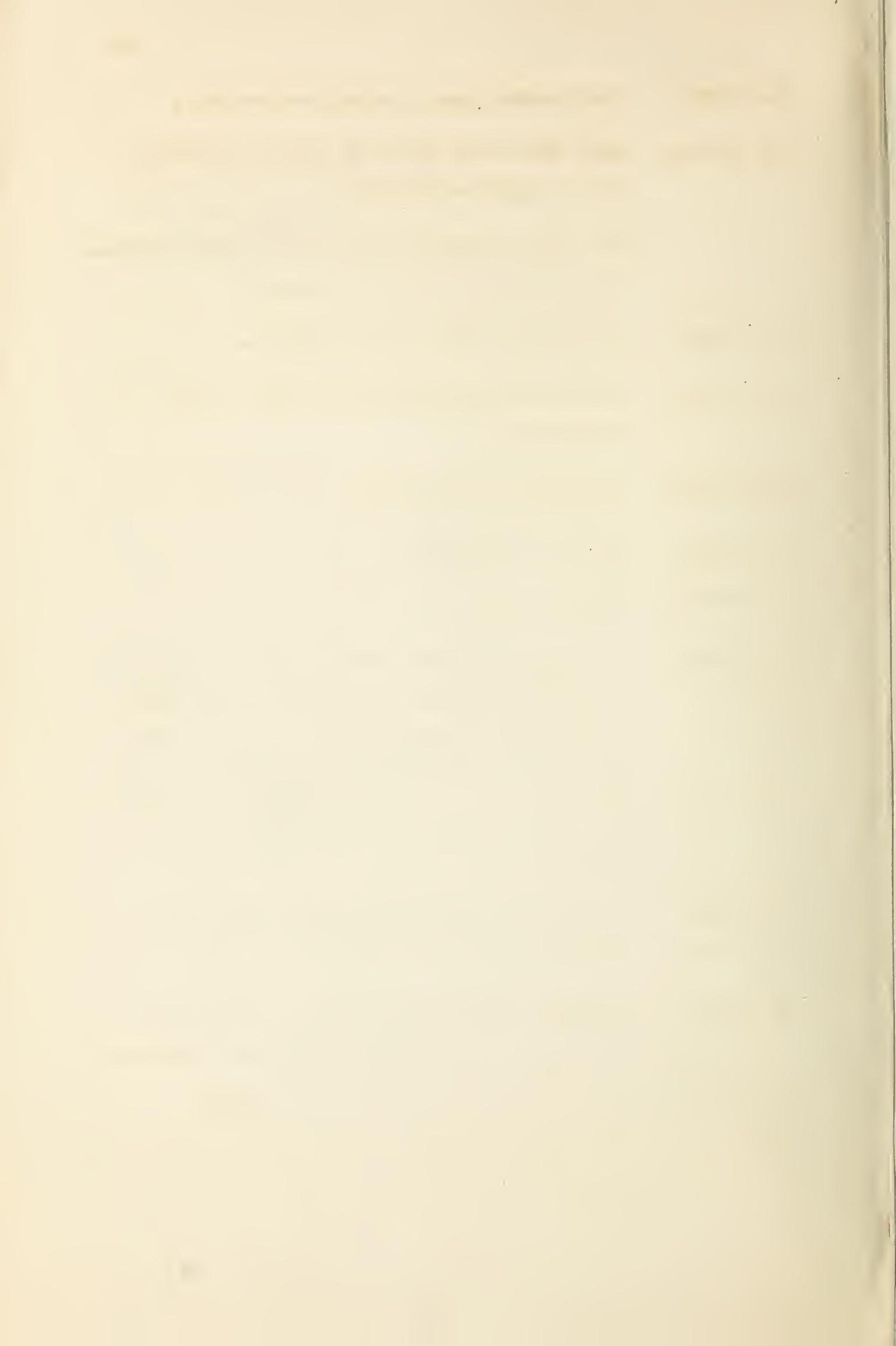
69. FREYMAN: How about you out there listening to us? Do you keep a notebook with all the ideas you can get about foods and food values. And about how you can save a little here and there, and still give your families the foods they need?

I wonder.

70. WOMEN: We don't know about all those things. Where can we find out?

71. GUNNAR: Published by the Consumers' Counsel in the Department of Agriculture is the story of "Mrs. America Volunteers."

(MORE)



A special issue of the CONSUMERS' GUIDE magazine, giving you facts to help you plan the food you and your families need . . . facts on how to buy those foods economically and wisely . . facts about how to prepare those foods so they keep their food values.

72. VERNON: A marketing list for families that have to watch their pennies and dollars, with the amounts of each food clearly figured out so there's no chance of your going wrong.

73. GUNNAR: A marketing list for families that can afford to spend a little more for their food.

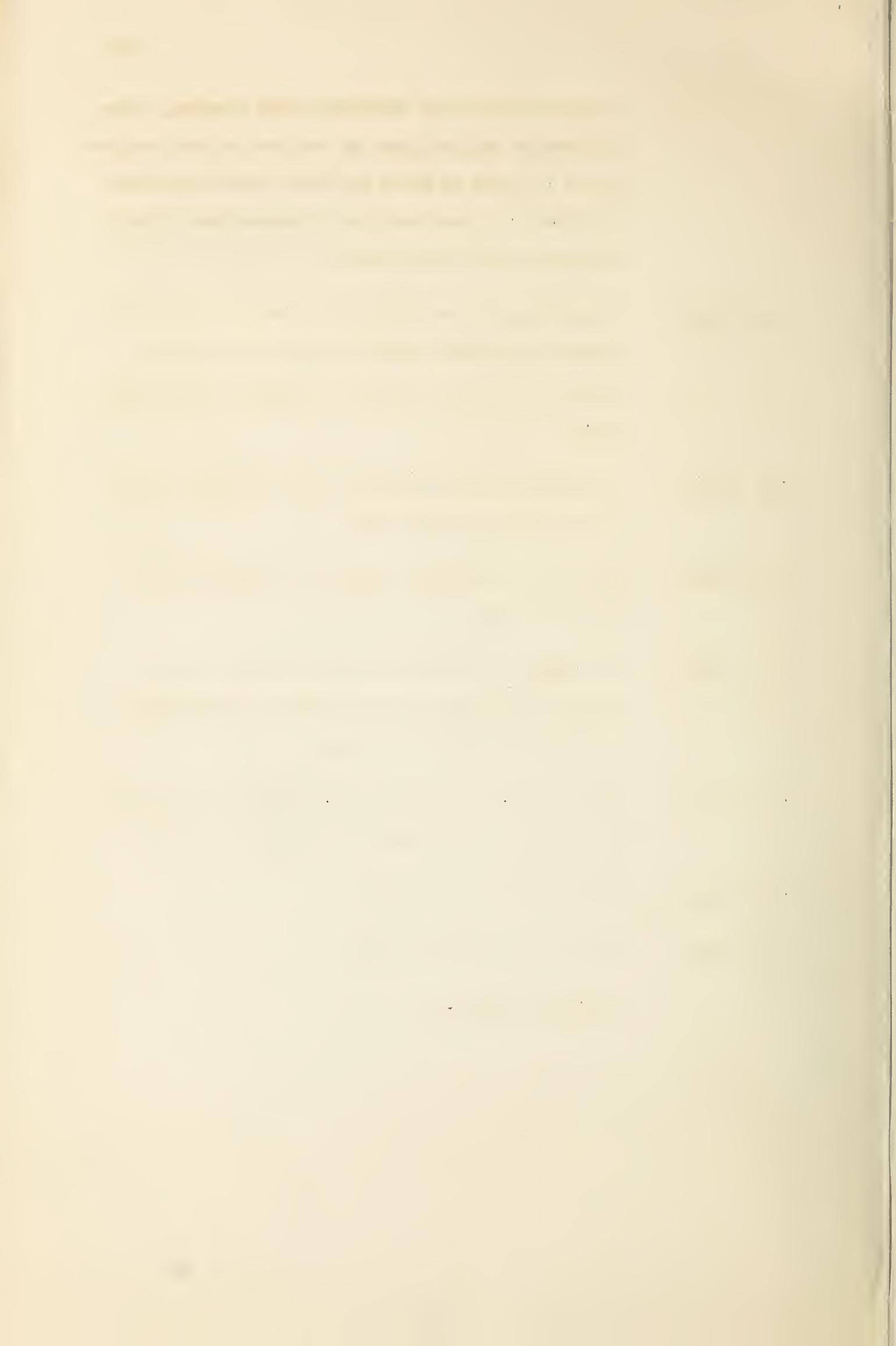
74. VERNON: Suggestions for dinners, using foods included on the marketing lists.

75. GUNNAR: With pictures and tables to help you figure out for yourself just what your own individual family should eat to keep strong and healthy.

76. FREYMAN: Food wins wars. Food makes peace. There's victory for nations where food is plentiful and meals are good.

77. GUNNAR: There's victory in victuals!

78. WOMEN: Where can we get these facts?
We want to volunteer.



79. FREYMAN: "Mrs. America has enrolled. Do you want to join in making our Nation strong? You can begin today, in your own kitchen, on your land. That's where one frontier of sound health lies, within the reach of your own hand. That's where you, too, can start to work for victory.

80. WOMEN: Where can we get this magazine?

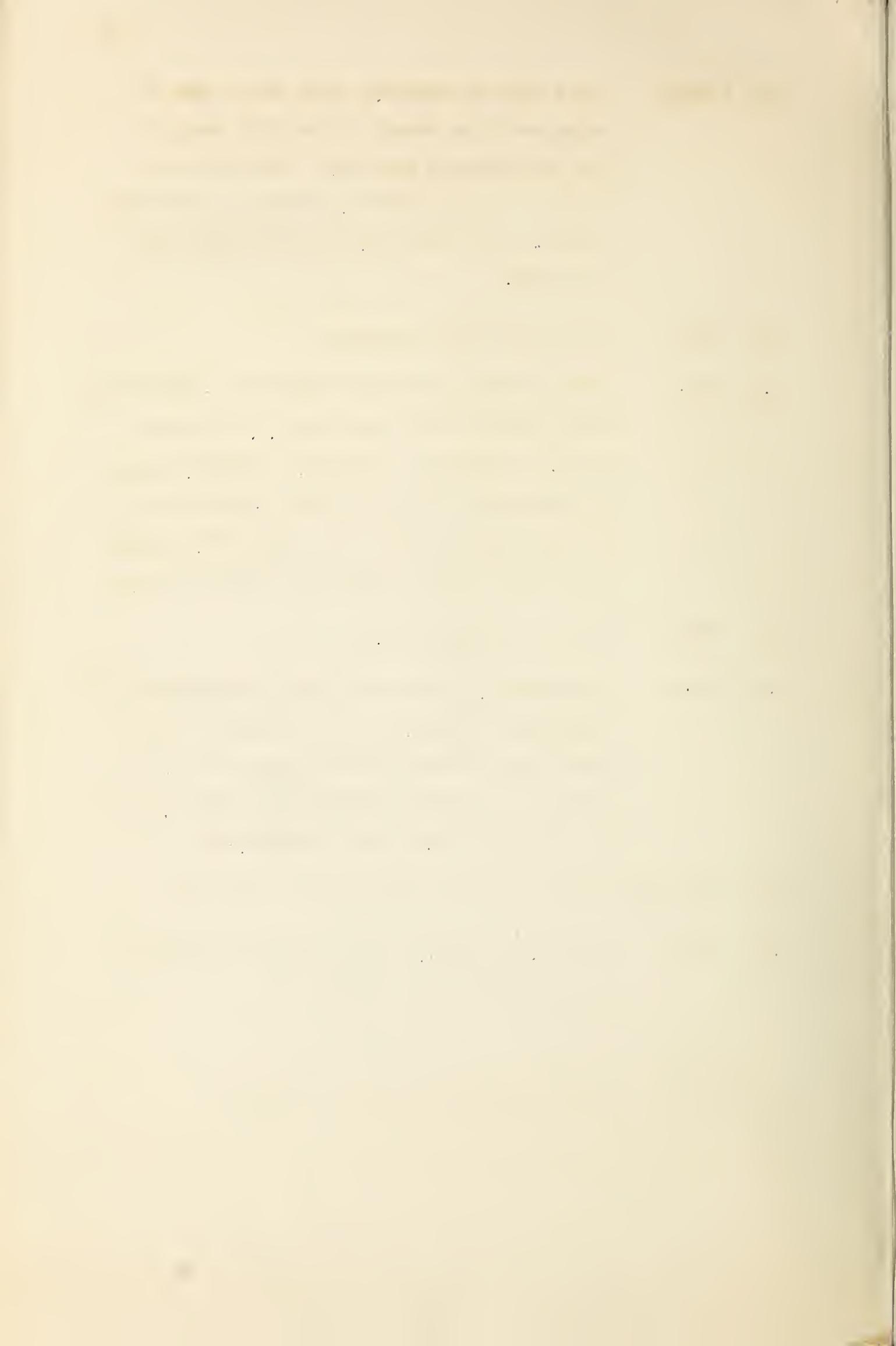
81. VERNON: It's very simple. Have you a pencil and a piece of paper handy? Just put this address down . . . Consumers' Counsel, Department of Agriculture, Washington, D. C. Now all you have to do is to send a penny post card to that address and ask for your copy of "Mrs. America Volunteers." We'll be very happy to send you a copy.

82. WOMEN: Tell us that address again.

83. GUNNAR: Listen closely . . . Consumers' Counsel, Department of Agriculture, Washington, D. C. Just send us a penny postal card, with your name and address and the call letters of the station to which you are listening. Ask for your copy of "Mrs. America Volunteers."

84. MONTGOMERY: May your Consumers' Counsel put in a word here?

85. GUNNAR: Indeed yes. After all, you're the man who published this program of action for all of us.



86. MONTGOMERY: I just want to say one simple thing. And I want to say it in the simplest way I can. It's this . . you as consumers must keep calm.

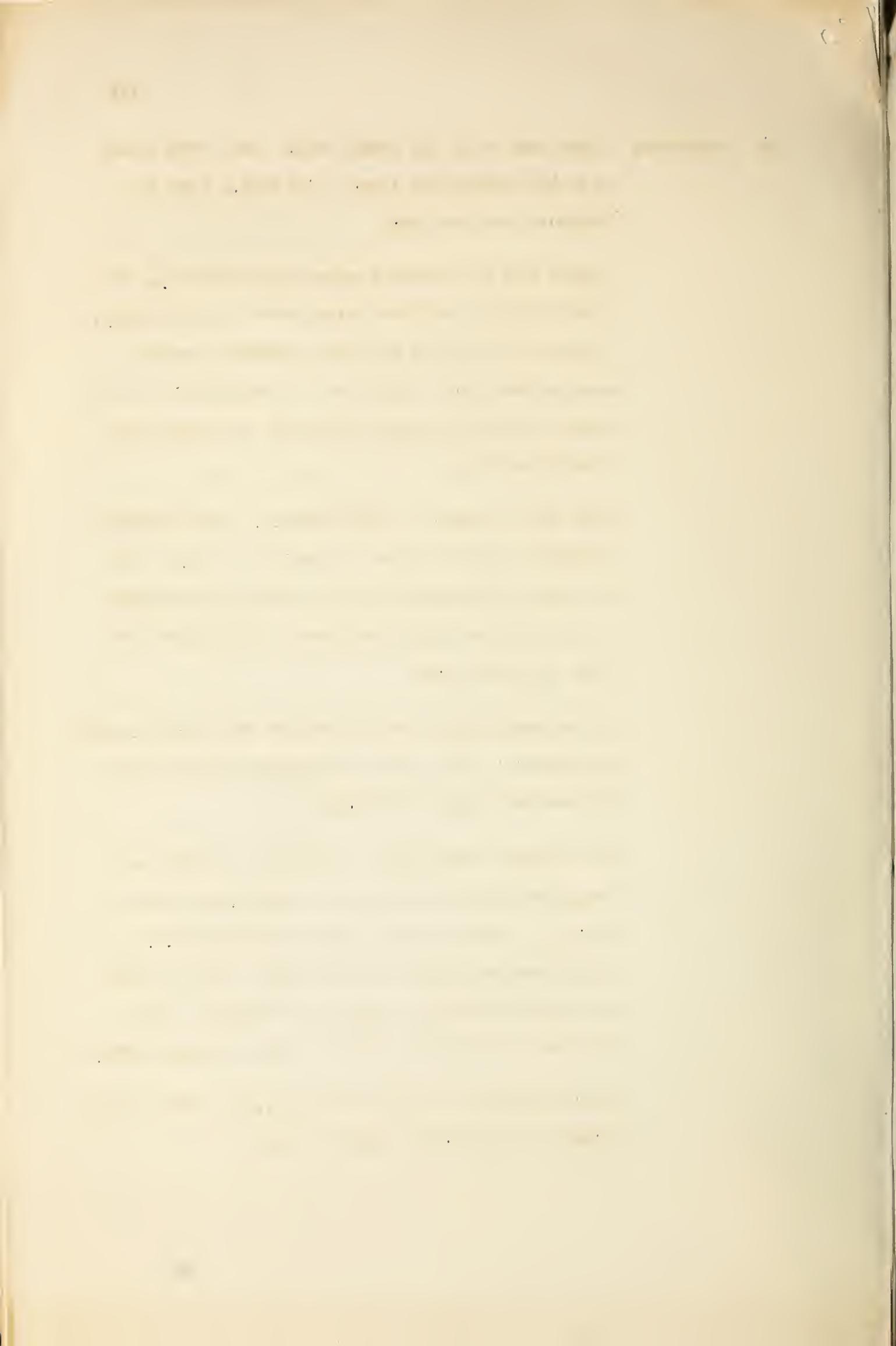
I can't tell you that food prices haven't gone up. And I can't tell you that food prices won't go up some more. I can tell you that we are asking farmers to produce more and more food. But we have a tremendous job on our hands, a job that is going to take all the brains and strength we have.

There will be rumors . . scare rumors . . that something terrible is going to happen to some line of food. The worst thing that you can do is to believe those rumors . . or to act as if they were true . . or to pass them along to someone else.

And the worst kind of rumor is the one that doesn't really say anything . . but just sort of hints that things are bad, and are going to get worse.

Don't believe those rumors. Don't act as if they were true. Don't pass them along to someone else. But do this . . . When you hear a scare rumor about food . . you sit down and write to me right away. Tell me what you heard and tell me to tell you the facts. I will give them to you just as fully as I can, and right away too.

Remember, this is your job and my job, too. Don't spread rumors. Get the facts. And keep calm.



87. GUNNAR: Thank you, Mr. Montgomery.

88. ANNOUNCER: CONSUMER TIME today has told you the highlights in the story of how American women are volunteering to do their part in planning meals that will build abundant strength, in conserving food values that will make spirits sturdy and bodies radiant with health, in preparing foods that will be fun and good to eat.

Be sure to write for your copy of "Mrs. America Volunteers" . . . a special issue of the magazine, CONSUMERS' GUIDE. Write to Consumers' Counsel, Department of Agriculture, Washington, D. C.

Give us your name and address and the call letters of the station over which you heard this program.

At this same time next week CONSUMER TIME will bring you the facts you need about . . .

89. GUNNAR: Saving paper for American defense.

90. NANCY: How to prevent Christmas tree fires.

91. ANNOUNCER: CONSUMER TIME is produced by the Consumers' Counsel in the Department of Agriculture, and is presented in cooperation with Defense and non-Defense agencies of the United States Government working for consumers. Be with us again next week . . will you? . . . CONSUMER TIME has been presented as a Public Service by NBC and the independent radio stations associated with the Red Network

